

Message Text

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PAGE 01 STATE 185315

15

ORIGIN COME-00

INFO OCT-01 EA-11 ISO-00 SS-15 EB-11 RSC-01 /039 R

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DRAFTED BY: COM/BIC/OED/MEPD:JMSANDS

APPROVED BY: EB/OCA/REP:LHPOMEROY

COM/BIC/MEPD:JMSANDS

STATE/EA/J:THUBBARD (PHONE)

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R 181931Z SEP 73

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 185315

E.O. 11652: NA

TAGS: BMPED JA

SUBJ: JAPANESE MARKET FOR HAND TOOLS

1. THE TRW CORP. HAS ASKED US TO APPRAISE THE JAPANESE MARKET FOR HAND TOOLS AND RELATED INDUSTRIAL PRODUCTS. MR. A.E. BERNEY HAS ADVISED MEPD THAT TRW IS INTERESTED IN POSSIBLE JOINT VENTURES, LICENSE ARRANGEMENTS OR DISTRIBUTORSHIPS IN JAPAN.

2. REQUEST THAT EMBASSY BRIEF MR. BERNEY ON OPPORTUNITIES IN JAPAN FOR HIS PRODUCTS. MR. BERNEY'S ADDRESS IS:

ARNOLD E. BERNEY

REPRESENTATIVE DIRECTOR

TRW AUTOMOTIVE-ELECTRONICS, INC.

TAMEIKE MEISAN BLDG., 8TH FLR.

1-1-12 AKASAKA, MINATO-KU, TOKYO 107

TEL. 582-2815/2

3. TRW HAS A WIDE RANGE OF QUALITY PRODUCTS AND WE BELIEVE WITH EMBASSY ASSISTANCE HAS GOOD CHANCE TO BREAK INTO JAPANESE MARKET, EVEN THOUGH THEY HAVE NOT BEEN TOO SUCCESSFUL TO DATE. MEPD BELIEVES IT WOULD BE ENCOURAGING TO TRW IF
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THE AMBASSADOR COULD HAVE A SHORT MEETING WITH MR. BERNEY. J. SANDS,

DIRECTOR, MEPD HAS MET WITH MR. BERNEY AND
WAS IMPRESSED BY HIS SINCERITY AND THE LENGTHS TRW WILL GO TO,
TO BREAK INTO JAPAN MARKET. RUSH

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